

United States Department of the Interior
National Park Service**National Register of Historic Places Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of PropertyHistoric name: Beach Carousel MotelOther names/site number: VDHR # 134-0460

Name of related multiple property listing:

Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)

(Enter "N/A" if property is not part of a multiple property listing)

2. LocationStreet & number: 1300 Pacific AvenueCity or town: Virginia Beach State: VA County: Independent CityNot For Publication: N/A Vicinity: N/A**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

X A B X C D

	<u>7/2/2024</u>
Signature of certifying official/Title:	Date
<u>Virginia Department of Historic Resources</u>	
State or Federal agency/bureau or Tribal Government	

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

☒

Public – Local

☐

Public – State

☐

Public – Federal

☐

Category of Property

(Check only **one** box.)

Building(s)

☒

District

☐

Site

☐

Structure

☐

Object

☐

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>2</u>	<u>0</u>	structures
<u>0</u>	<u>1</u>	objects
<u>4</u>	<u>1</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC: Motel

Current Functions

(Enter categories from instructions.)

DOMESTIC: Motel

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Concrete, glass, aluminum

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Beach Carousel Motel is a two-story, concrete block, Modernist-style motel building with a flat roof and a rectangular footprint with a return on the north end. Located along Pacific Avenue in the resort area of the Virginia Beach oceanfront, it includes 37 units—23 two-room apartments with kitchenettes and 14 motel rooms—and was constructed in late 1967 and early 1968. Its original stripped-down Modern design was drawn by Robert “Bob” Yoder, the then-teenaged son of the builder (also one of the motel’s original owners), Chriss S. Yoder. It is characterized by its concrete construction; low height with a flat roof; stacked façade of visually defined units; cantilevered concrete balconies with exposed concrete beams creating exterior corridors; cantilevered concrete stairs; original balcony and stair rails consisting of aluminum railings and fiberglass panels; original pool and surrounding concrete patio enclosed by breeze block walls; and original floorplan that includes both single rooms and two-room suites with kitchenettes. The property includes four contributing resources—the motel building, the pool, breeze block wall and the pool shed—and one non-contributing resource—a replacement free-standing sign. The property retains excellent integrity of location, design, setting, materials, workmanship, feeling, and association and is in good condition. The Beach Carousel Motel has been in operation since it opened in 1968 and it continues to operate as an independent motel.

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Narrative Description

Setting and Location

The motel faces west on the southeast corner of the intersection of Pacific Avenue and 14th Street. The motel building is located towards to the rear east property line, leaving plenty of room for a large paved parking lot in front of the building along Pacific Avenue. The original in-ground swimming pool and surrounding patio are also located in front of the building, along the north property line. The pool shed, located along the west property line along Pacific Avenue, provides a buffer between the pool and the passing traffic. A freestanding sign—a replacement for an iconic historic sign—is located along Pacific Avenue between the two driveways accessing the parking lot; it is oriented north-south so that traffic coming from either direction can read it. This site layout—with the motel building located towards the rear of the lot with a large paved parking lot and a pool in front—was very typical for motels built in the Virginia Beach oceanfront resort area in the 1960s. The surrounding area is characterized by other resort-affiliated amenities. A small pocket park, called Virginia Legends Park, is located immediately to the south. Lake Holly is located across Pacific Avenue to the west; large surface parking lots and other motels are located to the north and south along Pacific, along with the Star of the Sea Catholic Church and School; and Atlantic Avenue to the east features high-rise hotels and commercial strips. The beach and boardwalk are a short two-block walk east from the front of the motel.



Front with signage and pool, looking southeast from 14th Street. September 2023.

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Exterior Description

The Modern-style motel is a concrete building two stories tall with a flat roof and a rectangular footprint with a return on the north end of the building. The front of the building is the west elevation, which faces the parking lot and Lake Holly on the other side of Pacific Avenue. This front elevation is characterized by a stacked arrangement of visually distinct motel units, each with a door and a large picture window. The second-story units open onto a continuous cantilevered concrete balcony that serves as an exterior corridor and shelters the walkway below in front of the first-story units. The balcony and balcony roof are supported by exposed concrete beams. Two flights of straight concrete stairs provide access from the parking lot to the second-story units. These stairs ascend in opposite directions and are located towards the ends of building. The stairs and second story balcony are edged with an original railing consisting of aluminum posts connected with top and bottom rails and semi-translucent fiberglass panels filling the space between the rails.



Front, looking northeast. September 2023.

The swimming pool and surrounding courtyard are part of the original design of the motel and are located in front of the building and along 14th Street. The pool and courtyard are surrounded by a breeze block wall with lamps mounted on each pier. The blank wall of the motel on the west side of the return overlooks the pool; this two-story section is covered with stucco and boasts the motel's signature signage with a neon carousel and the words "Beach Carousel" rendered in large script lettering. A comparison of the signage today with how it appears in an early postcard suggests that the carousel motif was not originally illuminated in neon and had a slightly different shape. Otherwise, the sign has the same essential character and visual appearance as the original design with some slight variations in the angle of the lettering.

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A section of the motel building fronting the pool is setback slightly from the rest of the façade and the rooms on the north end of the building are arranged perpendicular to the rest of the motel units. The balcony, therefore, turns 90 degrees on this end. This setback and return on the north end of the building create visual interest on what is, essentially, a simple, rectangular footprint. A railing matching that found on the second story and the stairs is found fronting the first story units just in this small pool courtyard area, separating the exterior corridor from the recreational space. This shallow U-shape around the patio that results from the slight building setback is evocative of the U-shaped motor courts and motels that were ubiquitous across roadside America in the 1950s.



Pool, patio, and front elevation, looking southeast. September 2023.

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Pool, patio, and signage at north end of motel. September 2023.

The visual character of the front elevation is defined by the repetitive nature of the visually distinct, stacked units. Individual units are divided by expressed concrete block piers that support the exposed concrete beams that support the cantilevered balcony/roof. Each unit consists of panels of stucco over sheetrock framing a fixed plate glass window and a flush door, which have wood frames. A concrete block apron, with the block laid in a stacked bond, runs along the base of the wall. Originally, the plate glass windows extended all the way down to the top of this apron; they have been shortened and a plywood panel finished to match the original surrounding panels now fills the space beneath the windows. The windows retain their original width and head height, and they are fixed, picture windows, as seen in the image on page 6. The visual grid of stacked individual units on the façade is echoed in the panel design of each unit, in which the flush panels are defined and divided by vertical and horizontal molding strips (likely metal) painted white to contrast with the dark green panels. The result is an overall geometric design evocative of the Mid-century Modern aesthetic. The office is located on the first story of the motel, beside the pool courtyard. The front wall of the office consists of three floor-to-ceiling plate glass windows in aluminum frames alongside a glass door. This storefront appears to be an alteration to the original, though the office has always been in this location.

The north side elevation of the building is covered with stucco and features two large fixed windows centered on the elevation and vertically aligned, one on each story. The rear elevation of the motel is painted concrete block and features small slider windows, evenly spaced and vertically aligned.

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Interior Description

The original floorplan of the motel is intact; it consists of an office and 37 guest units (23 two-room apartments and 14 motel rooms), all of which open onto an exterior walkway that fronts the parking lot. The two-room apartments are all located in the southern portion of the building, while the motel rooms are located in the area around the pool. Adjacent to the office, and connected to it by an interior door, is a manager's apartment. This apartment is one of four that has two bathrooms: one bathroom opens off the front living space, while the other opens off the bedroom. In these two-room apartments, the kitchenette is located along the hallway that connects the two main rooms. All the other two-room apartments with one bathroom have the same floorplan - the door from the balcony opens into a living room with a kitchenette along the back wall, a short hallway connects the living room with a bedroom, and the bathroom opens off of this hallway. The 14 motel rooms feature a single room with two beds with a bathroom to the rear.

In both the motel units and the apartments, the walls are painted concrete block and the ceilings are also painted concrete; both are original finishes. Other interior materials have been changed over the years, including the carpeting in the living rooms and bedrooms and tile flooring in the hallways, bathrooms, and kitchen areas. Cabinetry, plumbing fixtures, and appliances in the kitchens and bathrooms have also been updated. The office also features finishes that have been altered over time. It remains in its original location, but now has a drop ceiling and marble walls and a tiled floor. A large curving desk divides the public space from the clerks' workspace. Behind the desk is a doorway leading into an office, storage and work area. The door connecting the office with the managers apartment opens into this office space behind the desk.



Interior of living room in two-room apartment, looking at front wall. February 2023.

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The Beach Carousel Motel has been in operation as a motel since it opened in 1968. There have been no additions or significant alterations to the original design and it is in good condition.

Secondary Resources

- *Swimming Pool – Contributing Structure*

The in-ground swimming pool is an original component of the motel property; it was permitted in December 1967. The concrete pool is surrounded by a concrete patio that is edged by a breeze block wall. The patio and the breeze block wall envelop the pool area creating a courtyard that extends from the front wall of the motel at the north end to the concrete block pool shed located near Pacific Avenue. The pool itself is rectangular in shape and has a shallow end and a deep end. It is still opened for guests' enjoyment during the summer season.

- *Breeze Block Wall – Contributing Structure*

The in-ground swimming pool and patio is surrounded by a breeze block wall an original component of the motel property. The breeze block wall envelops the pool area creating a courtyard that extends from the front wall of the motel at the north end to the concrete block pool shed located near Pacific Avenue. The wall is constructed in Double Square pattern blocks. The block spans are between square block piers, eight blocks in height. Originally, each pier had a round globe light. The later replacement lamps are lantern form.

- *Shed – Contributing Building*

On the northwest corner of the motel property, adjacent to the pool patio, there is a one-story concrete block shed with a low-pitched shed roof. A portion of this building actually predates the motel though it was altered and expanded when the motel was built. According to oral history, this building started life as a City-owned pump house. It was concrete block construction with a deteriorating wooden gable roof when construction on the motel began. The roof was replaced with the current shed roof form at that time to more closely match the design of the new motel. The shed was also expanded with another concrete block section added onto the north side of the original building, possibly in 1968 or possibly slightly later. There are two closed window openings on the north and south walls of the original building (the north wall of the original building now forms the partition wall between the original section and the addition) and there is a door on the west side of the building facing Pacific Avenue in the original section. The addition has no windows but there is another door, this one on the east side of the building opening into the pool courtyard. The two sections of the building are not connected on the interior. Both sections are used for storage today.

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Pool shed, southwest oblique, older part is in the foreground, addition is to the rear. September 2023.

- *Freestanding sign – Non-Contributing Object*

In addition to the signage on the building itself, there is also a freestanding sign located in the parking lot near Pacific Avenue. It is an illuminated rectangular two-sided panel set on top of a concrete base and metal-clad pedestal. On both sides the illuminated panel says “Beach Carousel Motel & Apartments” above a message board that can feature a custom message. A neon “No Vacancy” sign is located below the illuminated panel on the plinth. The faces of the sign are oriented north-south to be visible to traffic coming from either direction on Pacific Avenue. This sign is a replacement for the iconic original sign, which was taller, with metal pole supports, and featured a large carousel on top of the sign.

Integrity Statement

The Beach Carousel Motel retains excellent integrity of location, design, setting, materials, workmanship, feeling, and association. It remains in its original location with on-site parking and a pool, surrounded by motels and resort-oriented commercial development on Pacific and Atlantic Avenues and Lake Holly across the street. There have been no significant alterations to the original design of the motel; it looks nearly identical to the rendering published in the local *Virginian-Pilot* newspaper in 1967 (see image on page 19). The footprint, height, roof shape, site plan with parking and pool, floorplan with two-room suites with kitchenettes, and all decorative details, including balcony railings, exposed concrete beams, cantilevered concrete corridors and stairs, plate glass picture windows, signage, and breeze block wall around the pool are all intact character-defining design features. Most changes to the motel are limited to the finishes on the interior spaces - carpeting and flooring in the units have been changed over the years, as have the fixtures and finishes in the bathrooms and kitchenettes. The finishes in the motel office space have also been altered. But the floorplan of the motel remains intact – the kitchenettes and bathrooms remain in their original locations and the number of motel rooms and

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two-room suites remains as it was in 1968. The office also remains in its original location with a door connecting it to the adjacent manager's apartment. The intact physical shell of the building illustrates the workmanship of original owner and builder, Chriss S. Yoder. Beach Carousel Motel is associated with an important period in the growth and development of the motel industry in Virginia Beach, a context that is fully developed in the associated Multiple Property Document, Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970), and its physical integrity allows it to convey this association, along with the feelings of freedom and opportunity associated with the mid-century, middle-class family beach resort vacation.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE
COMMERCE

Period of Significance

1967-1970

Significant Dates

1968

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Chriss S. Yoder (C.S. Yoder & Co.)/Builder

Robert Yoder/Architect

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Beach Carousel Motel was built during late 1967 and early 1968 and was operational by the summer of 1968. It is located on Pacific Avenue, a major north-south thoroughfare through the oceanfront resort area, two blocks west of the beach, and faces Lake Holly located on the other side of Pacific Avenue. Its location on Pacific Avenue with a parcel dominated by both a large surface parking lot and a swimming pool in front of the motel, and its floorplan, which includes both two-room suites with kitchenettes and standard motel rooms, are both representative of important trends in the hospitality industry in the 1960s in the Virginia Beach oceanfront area. The motel was developed by Jack and Jeanne Osmond and Chriss and Miverene Yoder, both local couples involved in local real estate development and construction industries. Chriss Yoder, as a general contractor, built numerous motels in the Virginia Beach resort area in the 1960s, but the Beach Carousel was the first that he both owned and built. His son, Robert Yoder, designed the Beach Carousel when he was just 16 years old. Mrs. Jeanne Osmond managed the motel for the first year or two of operations before the Osmonds sold their share in the motel to the Yoders. The Yoders owned the motel outright for only another year or two before they sold to Mr. Mirl J. Farrar Jr. and used the proceeds to build the Schooner Inn on an oceanfront lot. Farrar owned and operated the motel until his death in the 1980s. The Carousel motel remains independently operated today and is the type of stripped down Midcentury Modern motel that sprang up along Atlantic and Pacific Avenues in the resort area in the mid-1960s. The Beach Carousel Motel is eligible for listing on the Registers under the Multiple Property Document *Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)* at the local level of significance under Criterion A in the area of Commerce and Criterion C in the area of Architecture with a period of significance from 1967 (the year construction began) to 1970 (significance in the area of commerce is connected to the historic context developed in the MPD which has a period of significance which ends in 1970).

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

History of the Beach Carousel

Construction began on the Beach Carousel Motel in September 1967 and it opened in time for the 1968 summer season along the oceanfront. Mr. Jack Osmond and his wife, Jeanne Osmond, were partners with Chriss and Miverene Yoder in Beach Carousel Ltd., which was noted as both the owner and contractor of the motel in a September 1967 newspaper article.¹ The Osmonds were both involved with real estate development and tourism in Virginia Beach, while Mr. Yoder was a talented and well-regarded builder. Mrs. Jeanne Osmond was the manager of the Beach Carousel Motel for the first year of operation in 1968, and Mr. Isaac T. Van Patten remembers working for her as the maintenance man that first summer, when she would send him on errands all over town in her big convertible Cadillac.² The Osmonds also managed beach cottage rentals during the summers, aided by their daughters.³ Jack Osmond was named a director of the Virginia Beach Jaycees in 1960 (the local branch of the national organization focused on

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leadership and service) and later a life member of the organization; he was an officer in the Bay Harbor Yacht Club in 1966. By the 1970s, his name was linked with Littleton Hudgins, a prominent local real estate developer. Locals recall that Jack Osmond built many of the houses in the Shadowlawn area of Virginia Beach, which is located in close proximity to the Beach Carousel Motel and was developed primarily in the post-war period.⁴ Once the motel had been up and running for the first season, the Osmonds sold their share in the motel to the Yoders and used the proceeds to construct 60 apartments at Norfolk and Rudee Avenues.⁵ The Yoders owned the motel outright only briefly (Chriss Yoder is listed as the owner/operator of the Beach Carousel Motel in only the 1970 City Directory).⁶ They actually lived in the motel for a short period in the fall of 1968 while their house was being constructed, and they hired a woman named Pat Carroll to be the on-site manager.⁷ In December 1969 the Yoders sold the motel to Mr. Mirl J. (MJ) Farrar Jr., under the name Beach Assets, Ltd. Like the Osmonds, the Yoders used the proceeds of the sale for another real estate investment. They decided to stay in the hospitality industry and built a hotel on the oceanfront that they owned outright from the beginning and that the family still owns today – The Schooner Inn on Atlantic Avenue. Farrar operated the Beach Carousel until his death in 1984.⁸ Farrar had family roots in the hospitality industry in Virginia Beach; his parents owned and operated Farrar's Tourist Village (and later Farrar's Motel) at 1004 Atlantic Avenue from the 1940s into the 1970s. Farrar guided the Beach Carousel through the 1970s when large chain hotels were moving en masse into the oceanfront resort area and began putting pressure on small, family-owned motels to compete. Many of the smaller, independently-owned motels from the 1960s, if they survive at all, have since been purchased by large corporations and become part of nationally recognized brands—for example, the Empress Motel is now an Econo Lodge, the Kona Kai is a Super 8, the Mardi Gras Motel is a Travelodge—but the Beach Carousel Motel remains independent. It is now part of a more recent trend of small and mid-sized hotels and motels owned and run by Indian-American businesspeople making significant inroads into the hospitality industry.⁹

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Historic postcard, undated.

Chriss Yoder as Builder-Architect

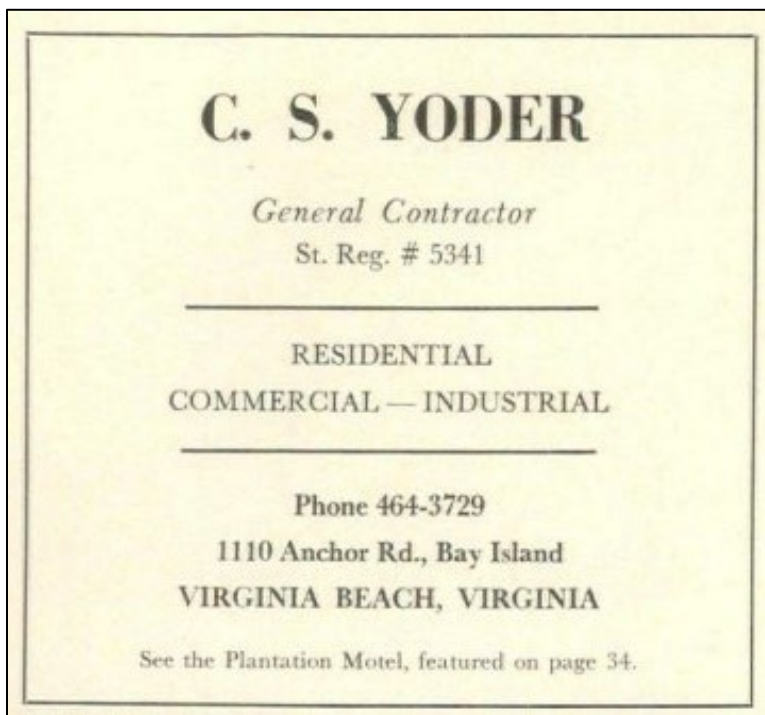
Builder Chriss Yoder, doing business under the name C.S. Yoder & Co., got his start in the motel industry in 1959 when he was hired to construct the Plantation Motel along the Virginia Beach oceanfront for the Themides family. That project was his gateway to the network of Greek families who were extensively involved in the development of the resort area—including the Vakos', the Savvides', the Themides'—and he went on to be involved in the construction of 26 more hotels and motels between Williamsburg and Nags Head, with many located in Virginia Beach.¹⁰ An owner and/or developer often hired an architect to design the motel and Yoder to build it. For example, Virginia Beach architect William "Bill" Burton Alderman designed numerous resort motels along the Virginia Beach oceanfront, including the Jefferson Manor Motel Apartments, the Crest Kitchenette Motel, and the Blue Marlin Lodge, all of which still stand and are listed on the National Register of Historic Places under the Multiple Property Document, *Virginia Beach Oceanfront Resort Motels and Hotels (1955-1970)*. C.S. Yoder & Co. was the subcontractor for cement work and structural steel erection for the Blue Marlin and they were the general contractor for another Alderman-designed motel, the Golden Sands built in 1965 (now demolished).¹¹ Yoder was also the general contractor for the Royal Clipper Motel along Atlantic Avenue in 1966, working with Florida-based architect James R. Walker, and for The Flagship, built along Pacific Avenue in 1971 and designed by local architect Laszlo Aranyi.¹² In the Virginia Beach oceanfront resort area he also built the Tradewinds, the Newcastle, the Viking, Murphy's Emerald Isle, the Sandpiper (later Seashire), the Aloha, and was contractor for a major renovation to the Americana/Americano in 1971.¹³ The Beach Carousel Motel and the Schooner Inn were the only ones both owned and built by Yoder.

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Advertisement for C.S. Yoder & Co. Published in the Virginia Record, November 1961.

Not every developer hired an architect, and, in some cases, Yoder is credited with both designing and building the motel (the Aloha Motel at 1500 Pacific completed in 1966 is one such example).¹⁴ But Chriss Yoder had some help. His three sons, Robert, Michael, and Chriss all grew up working on construction sites with their father. Michael "Mike" Yoder later partnered with his father in the business and took over the company after his retirement. Robert "Bob" Yoder recalls being in charge of picking up nails on worksites when he was as young as 6 and on a particularly nasty New Years Day in 1962, Chriss Yoder had his sons out digging footings for a hotel in the sleet and snow. That day, 12-year-old Bob decided that he would grow up to be the architect rather than the builder out in the cold. He got his start designing motels that his father had been hired to design and build in Virginia Beach. As a teenager he drew the plans for the Beach Carousel, the Aloha, Murphy's Emerald Isle, the Sandpiper, and the Schooner Inn, in addition to several others. In some cases, he recalls that he would do preliminary drawings and then a registered architect would be brought on board to do final drawings for permitting purposes; he believes this was the case with the Flagship Inn and the Schooner Inn, both of which were completed after 1970 and have final drawings stamped by local architect Laszlo Aranyi.¹⁵ In a November 1970 newspaper article, Chriss Yoder acknowledges Bob's interest in architecture and design and credits him with designing the family's new house. During his senior year in high school, Bob Yoder interned for architect Bill Alderman—creating scaled floorplans from Alderman's sketches, drawing perspective renderings, and running many blueprints—and he went on to attend architecture school at Virginia Tech in the 1970s. After he became a registered architect and returned to Virginia Beach, Bob Yoder never designed another motel from the ground up; he instead made a name for himself as a custom residential architect, and was also involved in numerous commercial projects, apartment buildings, and hotel

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renovations, primarily in Virginia Beach. When asked about the influences behind the motels he designed as a teenager, Bob Yoder notes that his early work was drawn very much from the builder's perspective that he gained working for his father – with an emphasis on how a building would be constructed and physically function, rather than its outward appearance. He acknowledges that his work gained more flair when he worked for Alderman, and believes that a trip to Miami, arguably the birthplace of the architect-designed midcentury Modern resort motel, inspired a more visually detailed approach to his work. The adoption of stricter building codes in 1969/70, which required a registered architect for any building over three stories tall, put teenaged Bob out of the motel designing business.

A sketch, labeled “architect’s view of the \$375,000 Beach Carousel” was published in The Virginian-Pilot in October 1967, though the architect’s name was not included.¹⁶ Interestingly, Bob Yoder says that he did not draw this rendering of the Beach Carousel that was also used on an early postcard. He is unsure who did, though he has a very similar drawing of the Schooner Inn, which was done just a few years after the Beach Carousel, and he suspects that his father hired the same artist to do both. The Schooner Inn rendering is signed “R. Bobby” but their identity is unknown at this time.



Postcard for the Beach Carousel Motel, ca. 1968. This image is the same one that was published in the newspaper in October 1967 and referred to as an “architect’s view.”

Justification of Criteria and Registration Requirements

The Beach Carousel Motel is an excellent example of the type of small, independently-owned, family-operated motels that were built along the oceanfront in the 1950s and 1960s and it retains good integrity to the period. It is recommended individually eligible for listing on the Registers

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under the Multiple Property Document, *Virginia Beach Oceanfront Resort Motels and Hotels (1955- 1970)*. According to the MPD:

The Virginia Beach Oceanfront Resort Motels and Hotels illustrate a significant period in the development of the city's beach frontage that spans the period between the early family cottages and luxury hotel accommodations constructed in the 1880s and the early twentieth century, and the emergence of national chain hotels that entered the market in 1970. In the mid-1950s, new motels in the resort area began to reflect national hospitality industry trends that acknowledged their guests' shift away from formal, domestic settings to a more informal, private setting. Visitors were no longer only wealthy patrons who could afford to travel by train for extended periods; America's prosperous post-World War II economy gave rise to a strong middle-class that had leisure time, owned private automobiles, and could afford to vacation annually. As a result, business in the resort area boomed in the postwar era and was aided by major transportation initiatives that made Virginia Beach increasingly accessible to tourists from major cities along the Atlantic seaboard. Within the first three years of the 1960s, eleven new motels/hotels were added to the Virginia Beach resort area. These resort motels and hotels once lined the beach and were so prevalent that by 1971, the local Chamber of Commerce noted at least 70 such facilities, approximately 20 of which are still extant. ... Architecturally, the new motel accommodations appeared streamlined, open, accessible, and above all "modern." The image was achieved through the use of materials (concrete, glass, metal), guest room arrangement (vertically stacked identical units), open-air breezeways and walkways (often edged by walls of concrete breeze block or metal railings), and ample parking for guests' automobiles. Both trade and architectural publications of the time emphasized the need to consider the automobile in the planning and management of new motels and hotels. Privacy was maximized as guests could move from their car to their room without entering a main lobby, and almost every unit was equipped with a private balcony instead of a shared verandah. The Resort Motels and Hotels reflect the change in function and aesthetics that was ushered in during the early years of the "automobile culture" and also reflect the influence of commercial construction, which utilized modern materials and was overwhelmingly Modernist in style during the 1950-1960s period.¹⁷

As one of the Resort Motel subtypes identified in the MPD, the Beach Carousel Motel is eligible at the local level under Criterion A in the area of Commerce as an example of a resort motel constructed in the oceanfront area of Virginia Beach in the 1960s that embodies significant trends in the hospitality industry from that period, including the expansion of the resort area to include Pacific Avenue, the incorporation of two-room suites with kitchenette facilities, spacious parking in front of the building, and an inground pool and patio area. As an example of a stripped-down Midcentury Modern motel constructed by a prominent local builder and designed by a teenaged aspiring architect, it is also eligible under Criterion C in the area of Architecture.

As per the Registration Requirements established in the MPD, eligible resources should retain good integrity of location, design, setting, materials, and association. The Beach Carousel Motel remains on its original site (integrity of location) within a mixed commercial setting on the Pacific Avenue strip with a parking lot and swimming pool prominently located in front of the building (integrity of setting). The Beach Carousel retains good integrity of association because it was built between 1955 and 1970 within the resort area of Virginia Beach to provide overnight or short-term accommodations to tourists. It retains such significant character-defining features as concrete block construction; original flat roof; visually differentiated units; cantilevered

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concrete balconies with original aluminum railings forming exterior corridors; original floorplan with kitchenettes in 24 units; plate glass windows; original footprint and two-story height; stacked/vertically aligned facade; original swimming pool surrounded by a breeze block wall; original signage on the side of the building; and Modern-inspired style, all of which contribute to its excellent integrity of design and are character-defining features of the Resort Motel subtype defined in the MPD beginning on page 29. Good integrity of materials is demonstrated by the retention of the original concrete structural system, the original aluminum railings, and the breeze block wall around the pool area.

Resort Motels in Virginia Beach

As discussed in-depth in the MPD, the Beach Carousel Motel was part of a wave of new motel construction along the Virginia Beach Oceanfront in the late 1950s and 1960s. These small, independently-owned and -run motels drew on Modernist architecture for inspiration and many were architect-designed. The explosion in motel and hotel construction along the Oceanfront during this period is attributable to a variety of factors, including the rise of the middle class, transportation improvements, the automobile craze, and shifting social trends seen in the national hospitality industry. The booming oceanfront resort area included at least 70 motels and hotels by 1971; today only around 20 of these pre-1971 motels remain.

The Beach Carousel Motel is one of the Resort Motel subtypes defined in the MPD and it embodies several important trends that were significant in the evolution of the oceanfront resort area. The location of the Beach Carousel Motel along Pacific Avenue represents the expansion of the resort area one block to the west as available oceanfront land on Atlantic Avenue became increasingly expensive and scarce. This press westward started occurring around 1963 and it resulted in an increase in the amenities offered by motel owners. In an effort to attract guests in an increasingly crowded market, motel owners without an ocean view began offering options like swimming pools and kitchenettes, both of which are original features of the Beach Carousel. The inclusion of the kitchenettes represented both sociocultural shifts prioritizing privacy and informality, as well as economic considerations of both the guests and the owners – it made vacations more affordable for families and it allowed property owners to remain open during the off season for short term rentals. In many cases, the year-round operation was necessitated by the large bank loans taken out by the entrepreneurs building the motels – when monthly payments are necessary, so is monthly income. Based on newspaper advertisements for short term rentals in the off season, the Beach Carousel was always intended to operate year-round. While the kitchenette units in the Beach Carousel have been updated, they remain in the original locations and offer the same privacy and economic advantages. The pool remains as an original feature.

Architecturally, the Beach Carousel Motel is a Modernist-style motel that features many of the character-defining features of the Resort Motel subtype defined in the MPD. The low, two-story motel has a flat roof and a streamlined, Modern appearance, accented by cantilevered concrete balconies with metal railings. The concrete construction, visually-defined, vertically-stacked units, and large picture windows are all characteristic of the type. The breeze block wall surrounding the swimming pool, the cantilevered concrete balconies forming exterior corridors,

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and the large, iconic signage on the street-facing side of the building are significant design features. In addition, the architecture of the Beach Carousel betrays its design by a teenager not yet formally trained—while it includes the essential building blocks of the Midcentury Modern, it lacks the architectural flair exhibited by some contemporary motels—the barrel vaulted roof at the Royal Clipper and Jefferson Manor, the staggered façade of the Crest Kitchenette, the folded plate roof of the Blue Marlin. In this way, Beach Carousel is representative of the more stripped down Midcentury Modern motels that filled the oceanfront area by 1970.

While concrete construction is a hallmark of the Resort Motel subtype defined in the MPD, the Beach Carousel also showcases a shift in that construction methodology. In the early 1960s, many of the motels in the oceanfront resort area were constructed with concrete block walls and wood framed floors—this was the case at the Plantation Motel, for example (opened in 1960, now demolished).¹⁸ By the mid-1960s, the use of precast concrete planks in the horizontal structure of the building was becoming increasingly popular. Bob Yoder believes that his father was introduced to the material when he built the Golden Sands Motel for Bill Alderman in 1965/66, and after that point he recalls that all of his father's work, along with many of the other motels built in the resort area, relied on precast concrete planks (Crest Kitchenette Motel, also designed by Alderman, used this same technology in 1963). One of the brand names of the planks was "Strescon" - prestressed precast concrete planks between 18 inches and two feet wide that could be between 30 and 40 feet long. The walls of a motel would be built of concrete block and then a crane would be used to set the concrete planks in position to construct the floors, ceilings, balconies, and other horizontal elements. Often, as is the case at the Beach Carousel, the Modern aesthetic dictated that these construction details would be left exposed with visible concrete block walls on the interiors and visible concrete plank ceilings both inside and along the balconies (see photo below and also above on page 9). The Beach Carousel Motel uses precast concrete planks in motel construction, a technology that became increasingly popular in the motel industry in Virginia Beach by the late 1960s.

Beach Carousel Motel

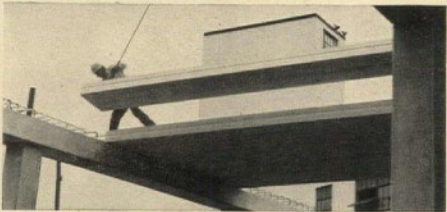
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PILLARS OF PROGRESS... DYNA-FRAME



Dyna-Frame, a new precast concrete framing system, developed by STRESCON, has been used in the construction of the K & M Corporation Garage in Washington, D. C. Construction was quick and economical, eliminating the need for costly and time-consuming erection and forming of the structural frame with its attendant pouring and bracing problems. The columns are easily erected with the sleeved beams fitting over the columns and a precast floor and roof system laid on the DYNA-FRAME. The finished job presents a clean appearance with each structural member complimenting the other. For more information on DYNA-FRAME, write or call the Strescon Sales Office in your area.

PROJECT: K & M Corporation Garage
ARCHITECT-ENGINEER: Gitlin & Cantor,
Washington, D.C.
CONTRACTOR-OWNER: E. M. Kupersmidt,
Washington, D.C.

STRESCON INDUSTRIES
Philadelphia ■ Baltimore ■ Washington ■ Hampton

HAMPTON SALES OFFICE /
2013 Cunningham Drive
Hampton, Virginia 23366 / 838-0330

Advertisement for Strescon precast concrete framing. Note the concrete plank being lowered into place in the middle photo. Published in the Virginia Record, November 1966.

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Northern stair and cantilevered balconies at the Beach Carousel. Note the exposed concrete planks visible in the ceiling of the balconies. September 2023.

The Beach Carousel Motel is a representative example of important trends and developments in the evolution of the hospitality industry in the oceanfront resort area of Virginia Beach, but it is also a singular motel that showcases the influence of the Yoder family on the development of motels in the resort area in the 1960s and of just how local the hospitality industry was at that point in history. In contrast with the trends of the 1970s, which featured large national chain motels designed to conform to a brand standard, the motels of the 1960s were built by local builders, designed by local architects (or architects-to-be), owned by local independent entrepreneurs, and run by local families. The Beach Carousel embodies the essence of the 1960s resort motel in Virginia Beach.

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[491BC0D32426&rft_val_format=info%3Aofi/fmt%3Akev%3Amtx%3Actx&rft_dat=document_id%3Aimage%252Fv2%253A146D908D09F2E7FE%2540EANX-NB-16FD186252AF991B%25402439786-16FB236BB3AECC78%254068-16FB236BB3AECC78%2540](https://infoweb.newsbank.com/apps/news/openurl?ctx_ver=z39.88-2004&rft_id=info%3Aid/infoweb.newsbank.com&svc_dat=AMNEWS&req_dat=0EC9491BC0D32426&rft_val_format=info%3Aofi/fmt%3Akev%3Amtx%3Actx&rft_dat=document_id%3Aimage%252Fv2%253A146D908D09F2E7FE%2540EANX-NB-16FD186252AF991B%25402439786-16FB236BB3AECC78%254068-16FB236BB3AECC78%2540). Accessed 31 Aug. 2023.

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Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository: Virginia Department of Historic Resources, Richmond, Virginia

Historic Resources Survey Number (if assigned): DHR #134-0460

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10. Geographical Data

Acreage of Property 0.65

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 36.841970 Longitude: -75.974256

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude:

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

1. Zone: Easting: Northing:

2. Zone: Easting: Northing:

3. Zone: Easting: Northing:

4. Zone: Easting : Northing:

Verbal Boundary Description (Describe the boundaries of the property.)

The boundaries of the listed property coincide with the boundaries of the associated tax parcel recorded as 24271589930000 by the City of Virginia Beach. It is bound on the north by 14th Street, on the south by 13th Street, and on the west by Pacific Avenue. The enclosed tax parcel map shows the exact boundaries.

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Boundary Justification (Explain why the boundaries were selected.)

The selected boundaries correspond with the historic boundaries of the property in 1967. The property's historic setting and all known associated historic resources have been included within the historic boundary.

11. Form Prepared By

name/title: Kristin H. Kirchen, Architectural Historian
organization: Iron Dog Preservation, LLC
street & number: 532 Pantela Drive
city or town: N. Chesterfield state: Virginia zip code: 23235
e-mail: irondogpreservation@gmail.com
telephone: 804-516-8200
date: October 27, 2023

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

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Photo Log

Name of Property: Beach Carousel Motel

City or Vicinity: City of Virginia Beach

County:

State: Virginia

Photographer: Kristin H. Kirchen

Date Photographed: February and September 2023

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo VA_VirginiaBeach_BeachCarouselMotel_0001
1 of 22 Front, looking southeast from 14th Street.

Photo VA_VirginiaBeach_BeachCarouselMotel_0002
2 of 22 Site and setting, looking northeast.

Photo VA_VirginiaBeach_BeachCarouselMotel_0003
3 of 22 Site and setting, looking east at motel from across Lake Holly.

Photo VA_VirginiaBeach_BeachCarouselMotel_0004
4 of 22 Northeast oblique, rear elevation.

Photo VA_VirginiaBeach_BeachCarouselMotel_0005
5 of 22 Front, looking northeast.

Photo VA_VirginiaBeach_BeachCarouselMotel_0006
6 of 22 Front signage and pool area.

Photo VA_VirginiaBeach_BeachCarouselMotel_0007
7 of 22 Pool area and north end of motel.

Photo VA_VirginiaBeach_BeachCarouselMotel_0008
8 of 22 Front and pool area at north end of motel.

Photo VA_VirginiaBeach_BeachCarouselMotel_0009
9 of 22 Office on first floor at corner.

Photo VA_VirginiaBeach_BeachCarouselMotel_0010
10 of 22 North stair.

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- Photo 11 of 22 VA_VirginiaBeach_BeachCarouselMotel_0011
South stair.
- Photo 12 of 22 VA_VirginiaBeach_BeachCarouselMotel_0012
Second floor exterior corridor looking north.
- Photo 13 of 22 VA_VirginiaBeach_BeachCarouselMotel_0013
Detail of unit exterior.
- Photo 14 of 22 VA_VirginiaBeach_BeachCarouselMotel_0014
Pool, patio, and pool shed, looking northwest.
- Photo 15 of 22 VA_VirginiaBeach_BeachCarouselMotel_0015
Pool shed, southwest oblique. Older part is in the foreground with closed window.
- Photo 16 of 22 VA_VirginiaBeach_BeachCarouselMotel_0016
Freestanding sign, north side.
- Photo 17 of 22 VA_VirginiaBeach_BeachCarouselMotel_0017
Office interior.
- Photo 18 of 22 VA_VirginiaBeach_BeachCarouselMotel_0018
Interior view of a standard motel room.
- Photo 19 of 22 VA_VirginiaBeach_BeachCarouselMotel_0019
Interior view of a two-room suite looking at kitchenette.
- Photo 20 of 22 VA_VirginiaBeach_BeachCarouselMotel_0020
Interior view of the living room in a two-room suite.
- Photo 21 of 22 VA_VirginiaBeach_BeachCarouselMotel_0021
Interior view of the bedroom in a two-room suite.
- Photo 22 of 22 VA_VirginiaBeach_BeachCarouselMotel_0022
Typical unit bathroom.

Paperwork Reduction Act Statement: This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

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Tier 1 – 60-100 hours
Tier 2 – 120 hours
Tier 3 – 230 hours
Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

ENDNOTES

¹ *Virginian-Pilot*, “Construction Started on Beach Motel.”

² Isaac T. VanPatten, Comment on post seeking architect of the Beach Carousel. *Facebook*, September 12, 2023. <https://www.facebook.com/groups/414278791957714/user/100004041225193>

³ Somers, obituary.

⁴ Jerry Allred, Comment on post seeking architect of the Beach Carousel. *Facebook*, September 12, 2023. <https://www.facebook.com/groups/414278791957714/user/100004041225193>

⁵ *Virginian-Pilot*, “Planners Apply Brakes to Leapfrog Development.” May 1969 newspaper article indicates that Mrs. Osmond received an extension of a use permit to construct 60 apartments at Norfolk and Rudee Avenues.

⁶ The Virginia Beach City Directories appear to be at least a year behind when things actually happened – for example, the motel opened in 1968 but didn’t appear in the 1968 or 1969 City Directory. It appeared for the first time in 1970.

⁷ Robert Yoder, Personal communication.

⁸ *Virginian-Pilot*, “M.J. Farrar Jr., 62, Had Owned Motel.”

⁹ Hillburn, “U.S. Motel Industry Tells Story”.

¹⁰ Robert Yoder, Personal communication.

¹¹ *Virginia Record*, “Golden Sands Motel.”

¹² *Virginian-Pilot*, “Spring Opening Planned,” and “Flagship to Open at the Beach.” The Royal Clipper Motel was recommended eligible for listing under the Resort Motels and Hotels MPD in 2021.

¹³ Robert Yoder, Personal Communication, and *Virginian-Pilot*, “Americano Lodge to be Renovated.” The Sandpiper (now Seashire) was also recommended eligible for listing under the Resort Motels and Hotels MPD in 2021.

¹⁴ *Virginian-Pilot*, “New Motel to Stay Open Year Around.”

¹⁵ Robert Yoder, Personal communication.

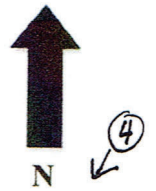
¹⁶ *Virginian-Pilot*, “A Rival Motel Strip Develops at Beach.”

¹⁷ McClane and Kirchen, *Resort Motels and Hotels*, 3.

¹⁸ Robert Yoder, Personal communication.

SKETCH MAP/ PHOTO KEY (exterior views)
Beach Carousel Motel, City of Virginia Beach, VA

VDHR #134-0460/134-5721
Location: 1300 Pacific Avenue
NTS
07/2020



Star of The Sea
Catholic Church

parking lot

14th Street

neon signage

utility
bldg

sidewalk

pool

cbwr

off. entry

sign

Pacific Avenue

paved parking lot

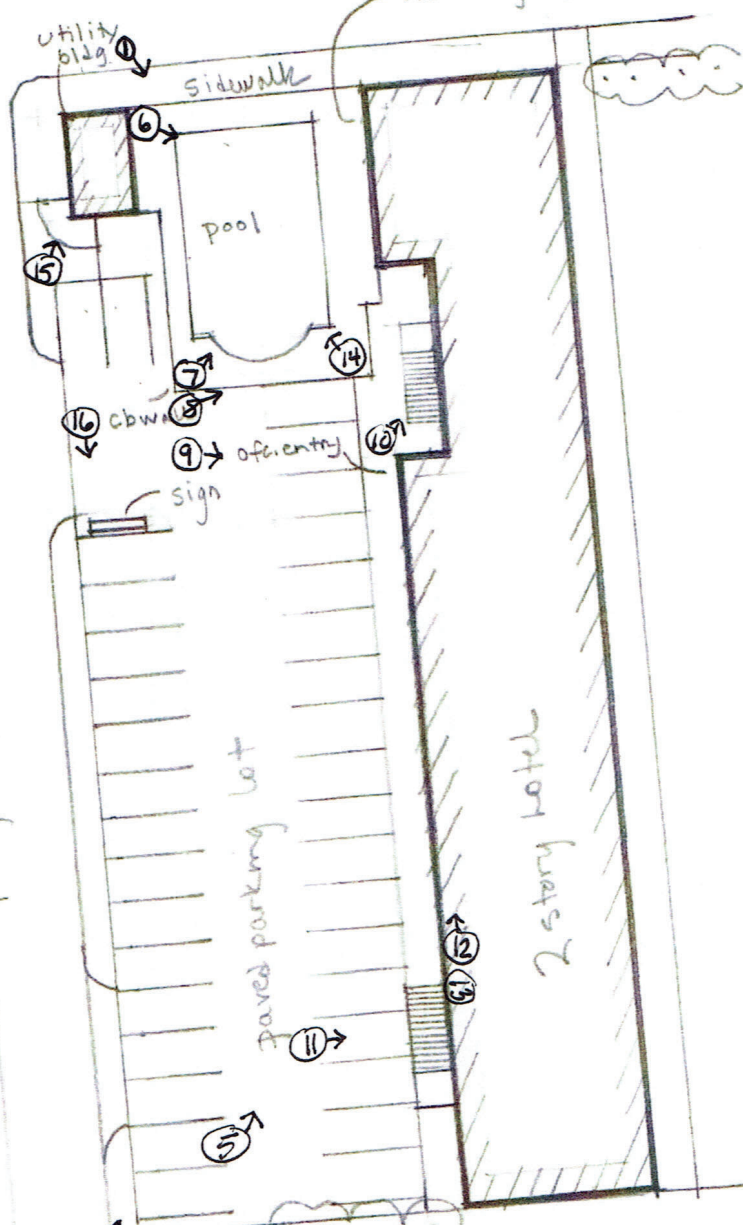
2 story hotel

parking lot

Virginia Legends Park

③ →

Lake Holly



Location map - Beach Carousel Motel



Location Map

Beach Carousel Motel

1300 Pacific Avenue

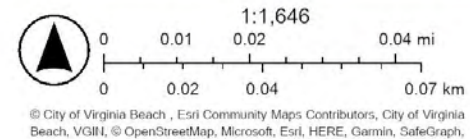
City of Virginia Beach, Virginia

Tax Parcel 24271589930000

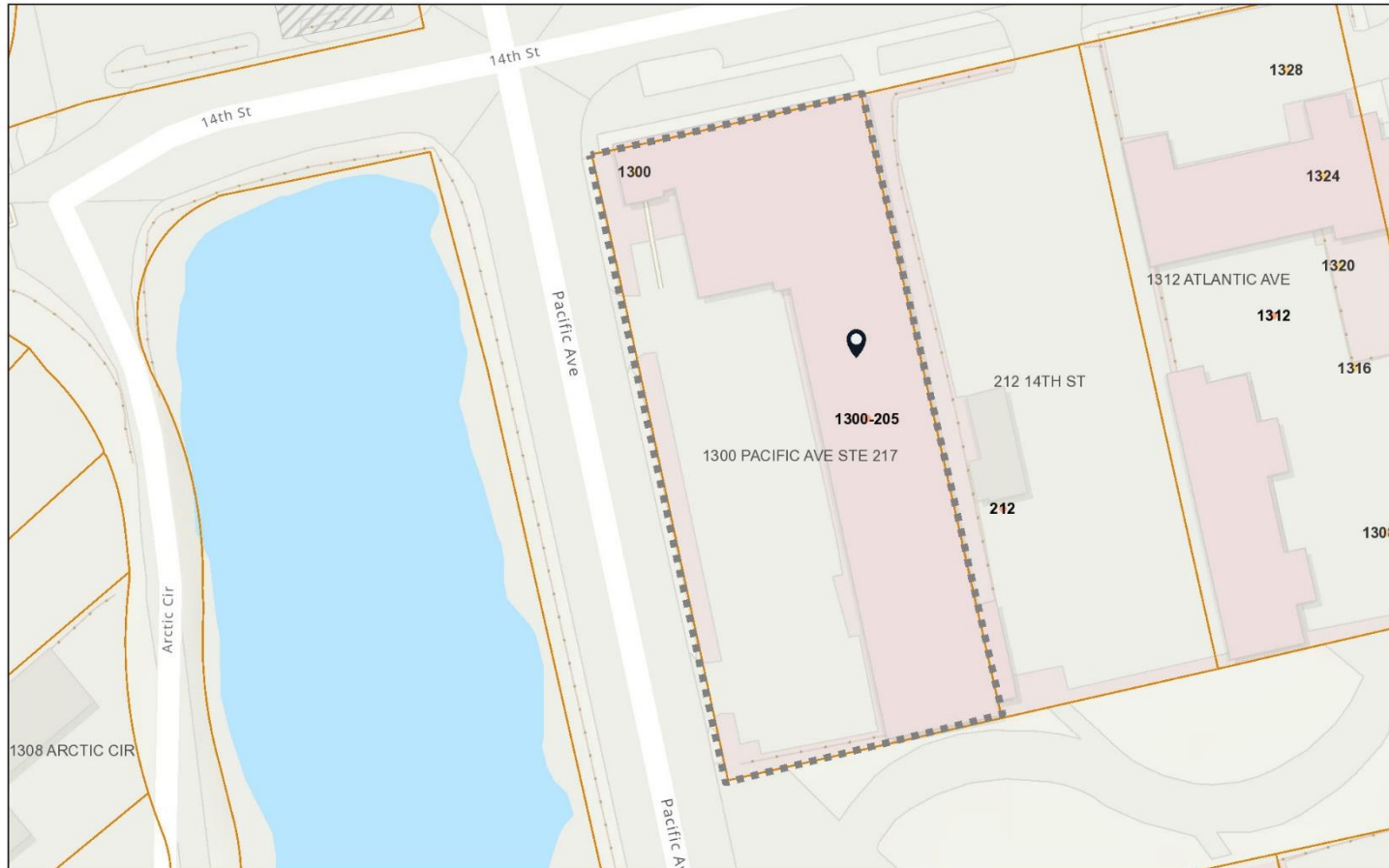
DHR # 134-0460

Map created using City of Virginia Beach GIS application

October 4, 2023



Parcel Map - Beach Carousel Motel



Parcel Map

Beach Carousel Motel

City of Virginia Beach, Virginia

DHR # 134-0460

GPIN # 24271589930000, obtained October 4, 2023
from City of Virginia Beach GIS



1:823
0 0.01 0.01 0.02 mi
0 0.01 0.01 0.03 km

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